

Gartner Application Architecture, Development & Integration Summit 2013

22 – 23 July

Hilton Sydney, Australia

gartner.com/ap/aadi

*Register by
24 May 2013
to receive the
exclusive early
bird offer.
See page 15 for details.*

HOT TOPICS

- *Convergence of Cloud, Mobile, Social and Information*
- *Application Strategies and Governance*
- *New Application and Data Integration Approaches*
- *Cloud Strategies from Business and Technology Angles*
- *Mobile Application Strategy*



Game-Changing: Integrate the Past. Emb

The game is changing. **Cloud, mobile, social** and **information** are converging to revolutionize the way applications are built and deployed. It is critical now to manage and leverage these disruptive forces — collectively known as the **Nexus of Forces** — and actively plan for the impact these forces will have on your enterprise, your customers and your competition.

For those prepared to embrace change, it's an unprecedented opportunity to deliver new business capabilities with the power to innovate, propel the business forward and drive competitive advantage.

The 2013 Summit will focus on how to **integrate, embrace** and **shape** these trends.

Integrate: The past brings experience and value, but also too much baggage. To move forward, organizations must not only integrate and move forward legacy capabilities and assets, but also do so in a way that minimizes dependencies on legacy thinking. Applying old answers to new challenges won't work.

Embrace: Changes in business, technology and strategy are continuous and with every tick of the clock there is the potential for both innovative change, and the risks that come from uncertainties, disruption and pitfalls. In addition to navigating the rapidly changing landscape, organizations must pay attention to cost pressures and plan for morphing their organizations to work in challenging times. Enterprises must carefully choose where to invest and where not to invest — or divest — to get a competitive edge.

Shape: The Nexus of Forces (cloud, mobile, social and information) will shape your future. How your organization leverages these forces will in large measure determine your posture and capability for innovation. Innovations that redefine who you are and the value you bring to your enterprise, and to your IT organization, will directly benefit you as an IT professional.

The **2013 Application Architecture, Development & Integration Summit** has been carefully designed to help you adapt and adopt these changes successfully!



Jeff Schulman
Managing VP, Research,
and Summit Chair,
Gartner



Tatiana Wells
Senior Program
Director,
Gartner Events



“ This is my first Gartner Summit and it has been a rich and rewarding experience. I feel that I have advanced my understanding of my areas of interest by a year in only 2 days. ”

UnitingCare

race the Present. Shape the Future.

Why Attend

- Learn how to support the **explosion of information, mobile, web and social** applications
- Understand how you can achieve the benefits of **cloud computing** while managing the risks
- Discover the **new opportunities** in application and data **integration**
- Analyze how **application development is radically changing** given cloud, social media and mobile
- Pin-point how to optimize and **govern SOA and WOA** effectively
- Assess how to go about **modernizing your applications** portfolio
- Consider how best to create, validate or revitalize your **application strategy**
- Review the **real cost and business value** of cloud, SOA and agile
- Establish how to make the most of your **existing web and software** investments
- Translate how the new disruptive trends **affect your role and career**
- Evaluate how the **vendor landscape** is being reshaped by cloud, mobile, and web trends
- Analyze how **SOA, cloud, mobile and agile** fit into an enterprise architecture

WHO SHOULD ATTEND?

Senior business and IT professionals including:

- Senior IT executives in charge of applications
- Application and web development leaders
- Application integration leaders
- Application architects and enterprise architects
- Application portfolio managers
- Mobile developers and mobile architects
- Web services and web infrastructure managers
- Business applications leaders
- Project managers and consultants implementing cloud, SOA and applications
- IT leaders involved in cloud, SOA and application strategies
- Business analysts and business leaders involved in applications decisions

KEYNOTE SESSIONS

GUEST KEYNOTE

Beyond Hype — Gamification and the Future of Work



Dr Jason Fox will unpack some of the freshest insights in motivation science, setting a strong foundation for what works to build and sustain engagement. You'll learn what makes games work, and how IT partnered with good gamification design will influence the future of work.

You'll see some of the best emergent examples of gamification, and will learn to distinguish the key things that make these applications work. You'll also learn how to cut through the hype and the noise, avoiding the gimmicky distractions to instead focus on the design that drives the alignment of IT with strategy and motivation.

Dr Jason Fox,
Motivation Design Expert



Advisory Board

The Gartner Application Architecture, Development & Integration Summit benefits from the advice and support of a number of end user representatives who help ensure the content and direction of the Summit fit the needs of applications professionals. We would like to thank the following individuals for their support:

- **Philip Barthel**, Senior Manager, Web Development and Database Services, **ASX**
- **Andrew Devitt**, IT Manager, **Johnson & Johnson Pacific**
- **Rajay Rai**, Solutions Architect, **Macquarie Bank**
- **Adrian Ryan**, Senior Developer, **Toyota Motor Corporation Australia**
- **Andrew Burnet**, IT Airline Business Systems Team Leader, **Virgin Blue Airlines**

GARTNER KEYNOTES

Gartner Opening Keynote: Integrate the Past. Embrace the Present. Shape the Future



Today is an exciting time to be in IT but there are many disruptions and pitfalls. In addition to navigating the changing landscape, organizations must pay attention to today's realities and uncertainties, manage cost pressures and plan for working in challenging times. The future will be shaped by how organizations leverage the Nexus of Forces (cloud, mobile, social and information) and the intersections of those forces. This is where tomorrow's innovations will arise from. But they will not appear magically. The past brings us much in the way of skills and assets. But also much baggage. To move forward, organizations must not just integrate legacy but also do so in a way that minimizes dependencies on legacy thinking.

Jeff Schulman, *Managing VP*

Gartner Closing Keynote: What To Do on Monday?



When you get back to the office you will have key project and priority decisions to make based on the information at this event. How should you consider and prioritize what to do next? In this session we synthesize the advice from the various presentations at this event into a series of hard-hitting, tactical recommendations that you can take back to your enterprise, and a strategy for what to do on Monday morning to bring immediate benefit to your organization. Key Summit presenters will also engage in a rapid fire question and answer session with attendees to drive home the major points and perspectives.

David Cearley, *VP and Gartner Fellow*

Nick Jones, *VP Distinguished Analyst*

Kirk Knoernschild, *Research Director*

Benoit Lheureux, *Research VP*

Massimo Pezzini, *VP and Gartner Fellow*

Jeff Schulman, *Managing VP*

GARTNER PREDICTS

By 2014, all leading enterprise application servers will feature a cloud-enabled internal architecture.

MEET THE ANALYSTS

Gartner analysts draw on the real-life challenges and solutions experienced by clients from over 13,000 distinct organizations worldwide.

Ross Altman
Research VP



SOA and application architecture; application and integration platforms; application development; application governance and strategy; application overhaul

Darryl Carlton
Research Director



Application governance and strategy; IT governance; business value of IT; SOA and application architecture; program and portfolio management

David Cearley
VP and Gartner Fellow



Cloud computing; mobile computing; web technologies; consumerization of IT

Nick Jones
VP Distinguished Analyst



Mobile application development tools and techniques; mobile web; mobile strategy and trends; mobile app stores and ecosystems

Kirk Knoernschild
Research Director



Application development; application and integration; platforms SOA and application architecture

Benoit Lheureux
Research VP



Value add networks; B2B gateways and integration; multi-enterprise integration; packaged integration; cloud integration and cloud brokerage services

Paolo Malinverno
Research VP



Application services governance (SOA governance + API management); SOA/integration competency centers; SOA/integration organizational issues; application integration and middleware; B2B and multi-enterprise integration (including e-invoicing)

Massimo Pezzini
VP and Gartner Fellow



Cloud integration and application platforms (iPaaS, aPaaS); in-memory computing; cloud transaction processing; application platforms; application integration and middleware; SOA

Brian Prentice
Research VP



Application development; innovation management; mobile enterprise strategy; user experience (UX); apps and app stores; consumerization

Jeff Schulman
Managing VP



Application infrastructure; application architecture; in-memory computing

Eric Thoo
Research Director



Data management maturity; cloud data management; data integration; data quality; enterprise information management

Nathan Wilson
Principal Research Analyst



Application development; application governance and strategy; information infrastructure and big data projects

Analyst One-on-One Sessions

Many attendees tell us that a one-on-one session is worth the price of admission all by itself. Roll up your sleeves with a Gartner analyst and explore the best ways to move your strategy forward. The Gartner Application Architecture, Development & Integration Summit offers you the unique opportunity to meet privately with one of our analysts in a 30-minute consultation completely focused on helping you craft actionable solutions to current challenges.

Meet with the analyst of your choice and reap the benefits of individualized, results oriented attention. You decide the topic or issue for discussion.



SUMMIT FEATURES

Plenary Sessions

In our renowned plenary sessions, you'll hear what today's leading figures are thinking. Gartner analysts and invited experts will give you strategic insights, thought-provoking points of view and forward-thinking advice that will help shape your planning.

Track Sessions

Presented by Gartner analysts, invited guest speakers and industry presenters, these sessions focus on the issues that matter most to you and provide real-world information that will help you make better decisions and drive successful results.

"To the Point" Sessions

Sometimes you just want to hear the "Top 5 Things You Want to Know" about a trend, a technology or an approach. Gartner analysts provide top concepts, key trends or a quick overview of a particular topic, in a condensed format.

Workshops

Presented by Gartner or guest experts, these workshops provide an opportunity to drill down on specific "how to" topics in an extended, small group session. The courses are designed for an intimate and interactive learning experience. Reserved for end-users only.

Analyst-User Roundtables

Moderated by a Gartner analyst, these roundtables are a great forum for exchanging ideas and hearing what your peers are experiencing around a particular issue. Reserved for end-users only.

GARTNER PREDICTS

By 2014, at least 40% of large organizations will have deployed one or more in-memory data grids.



Analyst One-on-Ones

Meeting face-to-face with a Gartner analyst is one of the key benefits of attending a Gartner Summit. Personalize your 30-minute private appointment to discuss your specific issue and walk away with invaluable, tailor made advice.

Magic Quadrants — NEW

Gartner Magic Quadrants (MQ) are a culmination of research in a specific market, giving you a wide-angle view of the relative positions of the market's competitors. By applying a graphical treatment and a uniform set of evaluation criteria, a Gartner Magic Quadrant quickly helps you digest how well technology providers are executing against their stated vision.

Tutorial Sessions — NEW

These presentations are focused on layering the foundations for attendees' understanding of a topic, trend or technology with basic 101 "building block" definitions and analysis.

Ask the Analyst Roundtables — NEW

Alongside the traditional Gartner Analyst-User Roundtables where you can speak to your peers in a moderated environment, there will also be a series of Q&A roundtables in which you can question the analyst directly and learn from the questions posed by your peers.



TRACKS

A Applications Strategy — From Business Applications to Governance

The Nexus of Forces is going to hit you hard. Delivering innovative solutions requires changes to architectures, skills and mindsets. How can you use an application strategy to anticipate and plan for these frequent disruptive changes? How does an applications strategy become a critical tool in an era of continuous change? How can we take advantage of innovations in technology without creating chaos in existing applications portfolios? What organizational structures, skills, and governance processes are necessary now to meet strategic goals? It's time to give application governance the importance it deserves, and define a strategy that can adapt to the increasing pace.

B Integration and Platforms — Connecting the Past to the Future

Application integration is morphing into an integrate anything discipline in order to link, layer and leverage applications, information and processes wherever they are. And there are more and more of them! Classic on-premises applications and B2B links are increasingly flanked by SaaS, cloud and mobile apps, social networks, web APIs and multi-enterprise systems.

C The Future of Application Development and Architecture

Application development (AD) is going through a metamorphosis. We are seeing the birth of a new AD that spearheads business innovation. Technologies such as mobile and cloud, innovations in the web, large changes in methodologies like agile and continuous release, and the growing importance of a user experience platform are driving renewed interest in AD. At the same time, AD is expected to do more with less, increase productivity and demonstrate more value. We need strategies and capabilities that balance architecture innovation with legacy integration so that application architects can deliver powerful and flexible systems.

V Virtual Track: The Nexus of Forces — the Convergence of Cloud, Mobile, Social and Information

The individual forces comprising the Nexus of Forces (cloud, mobile, social, information) on their own are redefining IT strategies, but the combination and intersection of these forces are transforming industries. How are the Nexus of Forces impacting your IT strategies, and how can you prepare your infrastructure, staff, budgets and strategies for the rampant innovation which the Nexus provides?

V Virtual Track: Cloud Computing — Delivering Services and Enabling Business

Although overhyped, cloud computing is a necessary component of an evolving IT strategy, and today's cloud deployments are maturing. The fact is, few truly understand the opportunities of cloud or its challenges. What strategies do you need to put in place to make your cloud deployment a success?

V Virtual Track: Delivering on the Promise of Mobile

Mobile affects everything — application strategy, architecture, development and integration. There is no "sitting this one out." The rapid proliferation of capability and the levels of hype are extraordinary. What do we need to know? How do we navigate the chaos of mobile to deliver on its promises?

WHAT'S NEW FOR 2013?

- Disruptive forces are having a major impact on your organization's effectiveness. **The new Virtual Track on The Nexus of Forces** (mobile, cloud, information and social) will focus on the impact of these forces, helping you not just tackle these issues, but gain competitive advantage from them too!
- **Application development is changing!** The critical importance of an application strategy has therefore never been more strongly felt! Freeing up resources through application migration and overhaul to concentrate on building new "systems of innovation" will therefore be assessed, with a strong emphasis on both advanced issues in technologies and the tactical — 'what to do on Monday morning'.
- **The challenges** you told us were of highest priority in 2013 — **mobile, web issues, business applications and application strategy** — have a strong focus in the 2013 agenda.
- **New research** — on **DevOps, big data, social trends and practices, HTML5 and user experience** will all be covered at the 2013 Summit.
- Whether you are new to the applications role or need a refresher, we have various sessions types to suite you including new **Tutorial Sessions** to help with your fundamental understanding of a topic, trend or technology; new **Ask the Analyst Roundtables** where you can question the analyst directly and learn from the questions posed by your peers; and **Magic Quadrants** that position major technology players within a specific market. Find out more about your technology investments and partners during these new sessions at the Summit.

AGENDA AT A GLANCE

MONDAY 22 JULY

07:30 – 17:30	Registration, Information and Refreshments		
08:30 – 09:15	Tutorial: Cloud 101 — A Foundation for Successful Cloud Adoption <i>David Cearley</i>	Tutorial: Integration Brokerage — For When You'd Rather Outsource, Entirely, Your Integration Projects <i>Benoit Lheureux</i>	Tutorial: Mobile Testing: Taming the Tiger <i>Nick Jones</i>
09:30 – 10:30	Summit Chair Welcome and Gartner Keynote: Integrate the Past. Embrace the Present. Shape the Future. <i>Jeff Schulman</i>		
10:30 – 11:00	Industry Panel Discussion		
11:00 – 11:30	Refreshment Break in the Solution Showcase		
	A Applications Strategy — From Business Applications to Governance	B Integration and Platforms — Connecting the Past to the Future	C The Future of Application Development and Architecture
11:30 – 12:00	To the Point: Turning Mobile Innovation into Business Value <i>Nick Jones</i>	To the Point: Information Management Goes 'Extreme' — The Opportunities and Challenges of 'Big Data' and Cloud <i>Eric Thoo</i>	To the Point: How Cloud, Mobile, Social and Information Redefine the Best Practices in Application Architecture <i>Ross Altman</i>
12:15 – 13:00	The Nexus of Forces — Cloud, Mobile, Social and Information: Driving Innovation <i>David Cearley</i>	In-Memory Computing — Is it for Real? <i>Massimo Pezzini</i>	Application Development in the Nexus Era <i>Brian Prentice</i>
13:00 – 14:15	Lunch in the Solution Showcase		
14:15 – 15:00	Application Services Governance — Manage APIs, Services and Business Growth <i>Paolo Malinverno</i>	As Your Applications Flourish, Don't Let Your Integration Wilt! <i>Benoit Lheureux and Darryl Carlton</i>	Developing, Testing and Delivering Compelling Mobile Applications MQ Mobile Application Development Platforms <i>Nick Jones</i>
15:15 – 15:45	Solution Provider Session	Solution Provider Session	Solution Provider Session
15:45 – 16:15	Refreshment Break in the Solution Showcase		
16:15 – 17:00	End-User Case Study: The Business of the Cloud	The New Web — Mobile, Social, Programmable, UX-Focused <i>Kirk Knoernschild</i>	Agile Soup to Nuts — What Does a Truly Agile Organization Look Like? <i>Nathan Wilson</i>
17:00 – 17:45	Guest Keynote		
17:45 – 19:15	Networking Reception in the Solution Showcase		

TUESDAY 23 JULY

08:00 – 16:45	Registration, Information and Refreshments		
08:30 – 09:00	Best Practices in Implementing a Pace-Layered Application Strategy <i>Darryl Carlton</i>	Delivering the Mobile User Experience <i>Kirk Knoernschild</i>	Application Platform Futures — Is There Life Beyond Java EE and .NET? <i>Massimo Pezzini</i>
09:15 – 10:00	The Cloud Computing Scenario — Shaking the Foundation of Business, Technology and People <i>David Cearley</i>	Application and Data Integration — Converge Them for Maximum Value <i>Eric Thoo</i>	The Mobile Scenario — Complexity and Opportunity Increase <i>Nick Jones</i>
10:00 – 10:30	Refreshment Break in the Solution Showcase		
10:30 – 11:15	How the App Metaphor Will Change the AD Leader's Life <i>Brian Prentice</i>	End-User Case Study: ROI of Integration <i>Benoit Lheureux</i>	Tales from the Bleeding Edge — What Big Web Properties Teach Us About the Future of Application Architecture? <i>Ross Altman</i>
11:30 – 12:15	Solution Provider Session	Solution Provider Session	Solution Provider Session
12:15 – 13:30	Lunch in the Solution Showcase		
13:30 – 14:15	Application Governance Meets Information Governance — Satisfying the Needs of Multiple IT and Business Constituencies <i>Paolo Malinverno</i>	Cloud Service Integration — Enabling SaaS and On-Premises Applications Working Together <i>Massimo Pezzini</i>	End-User Case Study: Mobile Apps
14:30 – 15:15	Getting Your Application Portfolio Under Control — A Strategic Roadmap <i>Darryl Carlton</i>	IT Modernization and the Cloud <i>Jeff Schulman</i>	Agile vs Waterfall — The Debate is Over <i>Nathan Wilson</i>
15:15 – 15:45	Refreshment Break in the Solution Showcase		
15:45 – 16:30	Guest Keynote: Beyond Hype — Gamification and the Future of Work <i>Jason Fox, Motivation Design Expert</i>		
16:30 – 17:15	Gartner Closing Keynote: What To Do on Monday? <i>David Cearley, Nick Jones, Kirk Knoernschild, Benoit Lheureux, Massimo Pezzini and</i>		
17:15 – 17:30	Summit Chair Closing Remarks <i>Jeff Schulman</i>		

At the Summit, please refer to the agenda in the event guide provided, for the most up to date session and location information

Workshops	Roundtables
11:30 – 13:00 Workshop: Assessing Application Maturity with Gartner's ITScore <i>Darryl Carlton</i>	Ask the Analyst Roundtable: Best Practices in In-Memory Computing — How Do You Make it Work? <i>Moderator: Massimo Pezzini</i>
13:15 – 13.30 MQ On-Premises Application Integration Suites <i>Ross Altman</i>	Analyst-User Roundtable: Getting Buy-In from the Business <i>Moderator: Jeff Schulman</i>
14:15 – 15:45 Workshop: SOA — How to Get From Good to Great: Lessons from the Field <i>Ross Altman</i>	Analyst-User Roundtable: Succeeding with Apps Through UX Design <i>Moderator: Brian Prentice</i>
	Analyst-User Roundtable: Oracle's Role in Your Future Application <i>Moderator: Massimo Pezzini</i>
08:30 – 10:00 Workshop: Citizen and Apps Development — Build a Simpler Portfolio <i>Brian Prentice</i>	Ask the Analyst Roundtable: Best Practices in Agile Development <i>Moderator: Nathan Wilson</i>
10:30 – 12:00 Workshop: Data Quality Improvement — What Works and What Doesn't <i>Eric Thoo</i>	
12:30 – 12:45 MQ On-Premises Application Platforms <i>Ross Altman</i>	
	Ask the Analyst Roundtable: Design Mobile Apps Using Web Technologies <i>Kirk Knoernschild</i>
<i>Jeff Schulman</i>	

AGENDA GUIDANCE

To help you navigate the summit agenda, we've identified track sessions that match your experience level and information needs. Specific categories include:

MATURITY LEVEL

- F Foundational:** If you are at the early stages of your initiative, or are a newcomer to this space, these sessions will give you the necessary understanding and first steps.
- A Advanced:** If you are an advanced practitioner, these sessions are designed to take your initiative, or understanding, to the next level.

FOCUS

- P Practical:** Sessions providing practical information that can be used straight away, with a focus on "how to", dos and don'ts, and best practices.
- S Strategic:** Sessions focusing on the strategic insight supporting the development and implementation of your action plan.
- V Visionary:** Sessions focusing on emerging trends, concepts, or technologies that will help you with your future planning and decisions.

PERSPECTIVE

- B Business:** Sessions geared toward business leaders, or IT professionals who need to understand the challenges and opportunities from a business, organizational, or cultural perspective.
- IT Technology:** Sessions that address technical concepts, details, and analysis.

MQ Magic Quadrant

To the Point: Turning Mobile Innovation into Business Value

This session explores the new consumer-facing business opportunities that will emerge as today's mobile apps and web sites evolve into contextual interactions involving multiple devices, multichannel applications, new user experiences, and exploit technologies such as NFC and indoor location.

- Which mobile technologies and market trends will impact customer relationships and customer-facing applications?
- How will organizations make the most effective use of mobility to interact with customers?

Nick Jones



The Nexus of Forces — Cloud, Mobile, Social and Information: Driving Innovation

Along with the hype in the IT industry about cloud, mobile, social and information, there have been many questions about how these forces can yield value to the business. Gartner defines these as the Nexus of Forces that will shape the future of IT. The true value of these forces will come not from the siloed use of these technologies but from the business value gained from the integration and interaction among them. We will examine how these forces will work together to bring innovation to business process and how you can realize greater business value from the Nexus of Forces.

- What is the Nexus of Forces?
- How will the Nexus of Forces shape the Future of IT?
- How can IT drive value from innovation?

David Cearley



Application Services Governance — Manage APIs, Services and Business Growth

Publishing Web APIs opens up new sales channels and opportunities. But fostering and managing the growth of API usage is a delicate process that needs careful, often cloud-based, policy management.

- What is API management and why is it key to mobile apps and cloud?
- How do API management and SOA governance relate to and strengthen each other?

- Why is using API management and SOA governance so valuable to your business?

Paolo Malinverno



Best Practices in Implementing a Pace-Layered Application Strategy

Organizations now recognize that a “one size fits all” application strategy doesn't work. This session discusses those that have adopted the Gartner Pace-Layered Application Strategy for greater agility.

- How are organizations adopting pace layers and what are their emerging best practices?
- What are some of the challenges with implementing a Pace-Layered Application Strategy?

Darryl Carlton



The Cloud Computing Scenario — Shaking the Foundation of Business, Technology and People

Cloud computing alters how solutions are built, marketed, acquired, used, managed and paid for. We examine the future of cloud computing, emphasizing the key factors that will promote or limit its evolution, and possible alternative futures based on these factors:

- What key forces will determine how cloud will evolve over the next five years?
- What potential scenarios should organizations plan for?
- What specific actions should be taken today to prepare for these future scenarios?

David Cearley



How the App Metaphor Will Change the AD Leader's Life

Apps are purposeful. Their value is based on how well that purpose is defined and retained in the solution. That makes an app much different from an application which tries to appeal to as many usage scenarios as possible. This presentation will first frame these differences. It will then highlight organizations that have understood these concepts and how they adapted established processes to take advantage of this new software metaphor.

- How do we discover and sustain purpose within an application?
- How should apps be funded and managed within the enterprise software portfolio?

Brian Prentice



Application Governance Meets Information Governance — Satisfying the Needs of Multiple IT and Business Constituencies

Governance of everything is a hot business and IT topic right now. As a result, there are many governance efforts working at overlapping and sometimes cross purposes. Tying governance efforts together — especially when it comes to the areas of application development and how those applications use and share information — information governance will give both a better chance of success in yielding benefits for the enterprise.

- Who is leading application governance and information governance and how can these groups work together?
- How can tying information governance to application development bring powerful new business partners to the table?
- What steps can you take to lead both these important governance programs in your enterprise?

Paolo Malinverno



Getting Your Application Portfolio Under Control — A Strategic Roadmap

Many new application leaders inherit an application portfolio that evolved randomly in response to business requests and doesn't meet emerging needs of the business. This session lays out a strategic road map for developing an application strategy, with a heavy emphasis on analyzing the current portfolio for technical and business fit.

- How do you develop an application strategy?
- How do you analyze the portfolio for technical and business fit?
- How do you engage the business in translating business strategy to application strategy?

Darryl Carlton



To the Point: Information Management Goes 'Extreme' — The Opportunities and Challenges of 'Big Data' and Cloud

The challenge in managing data goes beyond data volume ("Big Data"); velocity, variety, and complexity must also be considered. Tomorrow's information management challenges will demand that IT leaders prepare for dealing with extreme information. Information in the cloud adds yet another layer of complexity.

- What is extreme information and what opportunities does it present for businesses?
- How does extreme information challenge today's application and information architectures and approaches for information management?
- What are the emerging techniques for harnessing extreme information and using it to create business value?

Eric Thoo

As Your Applications Flourish, Don't Let Your Integration Wilt!

SaaS, pace layering, e-commerce and shared, multi-enterprise applications are just a few examples of how your application portfolio is evolving and innovating. But as your applications flourish is your integration wilting? Or are you investing as we recommend in this session to modernize your integration strategy and skills to ensure you can effectively take advantage of IT innovations such as cloud, mobile, social and information?

- How do B2B, cloud and evolving applications affect key stakeholders in the IT organization?
- As your application portfolio evolves how does this impact application integration requirements?
- What new integration strategies and approaches can help you succeed in your IT role?

Benoit Lheureux and Darryl Carlton



In-Memory Computing — Is it for Real?

In-memory computing pledges to enable previously "unthinkable" applications combining event processing, analytics and transactions in "a blink of an eye". Leveraging IMC disruptive innovation to improve efficiency and build defensible business advantage is an opportunity user organizations cannot afford to

miss. But the associated technical and organizational challenges will prove daunting for their IT departments.

- What are the key IMC-enabling technologies and how will they help user organizations establish competitive advantage?
- How will mega vendors like IBM, Microsoft, Oracle and SAP and other key providers address the IMC opportunity?
- Which approaches will IT leaders adopt to tackle the IMC challenges?

Massimo Pezzini



The New Web — Mobile, Social, Programmable, UX-Focused

The new Web encourages participation, enables ecosystems and provides a rich and interactive experience across an array of devices. Beyond advancing technologies such as HTML5, the new Web is a platform to expand an organization's reach and provide new services to consumers.

- What are the features of the new Web?
- How do I leverage the Web as a platform?
- What are the implications of social, mobile and cloud on the new Web?

Kirk Knoernschild

Delivering the Mobile User Experience

Resident Mobile Applications (RMA) provide an excellent user experience (UX). Unfortunately, developing applications using native tools is cost prohibitive for many organizations due to lack of application portability across more than one platform. Advancements in Web technologies and cross platform frameworks offer the promise of portability. But how well do they deliver the UX?

- Is HTML5 capable of delivering a compelling UX?
- What architectural options exist to target multiple platforms while still delivering an optimal UX?
- What compromises will I face when favoring application portability?

Kirk Knoernschild

Application and Data Integration — Converge Them for Maximum Value

A chasm exists between application integration and data integration. These domains don't intersect without conscious effort by IT management, but there are huge synergies from both a technology

and practice point of view. Organizations must federate these activities and integrate the technologies to reduce costs and increase business agility.

- What are application integration and data integration, how do they overlap and differ?
- Why and how will these disciplines converge?
- What can organizations do to align with this convergence trend?

Eric Thoo



Cloud Service Integration — Enabling SaaS and On-Premises Applications Working Together

Integrating packaged and custom applications with SaaS and partners' web APIs is the new challenge for integration competency centers. Successfully tackling cloud service integration will require the rethinking of the current methodologies and governance models. But also devising if, how and when emerging options, such as integration PaaS, can be more suitable alternatives to their established approaches.

- How will cloud service integration impact ICCs established methodologies, organizational settings and governance models?
- How will integration PaaS enable cloud service integration (CSI)?
- Which mix of iPaaS, traditional integration middleware and outsourcing services will best support the CSI challenge?

Massimo Pezzini



IT Modernization and the Cloud — Rethinking the AD Application Portfolio

Cloud deployment models may represent one of the latest innovations in IT, but how do you get there from a legacy install base of applications designed for different technologies and architectures. This presentation will outline the issues associated with evolving legacy systems to cloud deployment models.

- What are the key cloud deployment options and how can they be used for IT modernization efforts?
- Which application modernization strategies are best suited for cloud deployment?

Jeff Schulman

To the Point: How Cloud, Mobile, Social and Information Redefine the Best Practices in Application Architecture

The convergence of disruptive forces of information, mobile, cloud and social computing can create chaos in IT organizations: each track of innovation and business opportunity can pull IT resources in different directions. To safely combine the irresistible drive to innovation and the immovable demand for stability in the enterprise information systems, the leading IT strategy planners turn to the next generation of enterprise solution architecture.

- How will social, mobile, information and cloud drive change to the best practices in application architecture?
- What will the state of the art application architecture principles look like by 2015?

Ross Altman



Application Development in the Nexus Era

The convergence of mobile, social, cloud and big data computing requires AD leaders to overhaul their organizations, processes and technologies. This session examines how a Pace-Layered Application Strategy™ and other innovations can harness these forces and propel the organization to success.

- How are these converging forces changing the AD mission?
- How have AD leaders harnessed these forces to serve their enterprises?
- What must AD leaders do to position their organization to deliver in this new era?

Brian Prentice



Developing, Testing and Delivering Compelling Mobile Applications

Mobile apps are a key component of any mobile strategy. But organizations developing them face a bewildering range of architectures, tools and cloud services. This presentation explores the future of web, hybrid and native apps, and the tools and techniques required to develop, test and maintain them. We will discuss tools, app architectures, tool selection etc. and will include the MQ for mobile development platforms.

- What will be the key trends in mobile app architecture and development through 2017?
- How will developers select tools and technologies for mobile app development, monitoring and testing?

Nick Jones



MQ Mobile Application Development Platforms

Agile Soup to Nuts – What Does a Truly Agile Organization Look Like?

Becoming a world class agile organization is more than just about adopting Scrum, it's about removing the silos, using just enough governance and architecture, and fundamental culture change. As agile goes mainstream, it is the organization that is agile from "Agile Soup to Nuts" that will stand out from the also runs.

- What are the characteristics of a world class agile organization and how do you know if you have them?
- How do you overcome cultural resistance and the issues of legacy application and legacy process?
- How do you develop your strategic road-map for enterprise class agile and how do you execute on it?

Nathan Wilson



Application Platform Futures – Is There Life Beyond Java EE and .NET?

Java EE and the Microsoft .NET-based technologies are the forms of application platforms most widely adopted by enterprises. But they were originally designed more than 10 years ago. Meanwhile, the market has entered an era of transition and turmoil, driven by the cloud and in-memory computing revolutions; and mobile, social and big data.

- What can we expect from Java EE and .NET going forward?
- Will these technologies survive or be replaced by newer application platforms?

Massimo Pezzini



The Mobile Scenario – Complexity and Opportunity Increase

The mobile scenario is a high level view of the key mobile trends and technologies including devices, networks, app stores,

platforms, software and services. It's essential material for any organization planning or managing mobile initiatives.

- What will be the key mobile and wireless technology, social and market trends through 2016?
- How will organizations choose and use mobile technology, services and tools to support customers and employees?

Nick Jones



Tales from the Bleeding Edge – What Big Web Properties Teach Us About the Future of Application Architecture?

Business systems must be architected to leverage cloud services, support multiple mobile devices, inculcate social collaboration and mine big data. Are the revolutionary architectural principles and practices at Amazon, Netflix, Facebook and others just interesting outliers or the future of mainstream application architecture?

- What are the architectural principles and best practices of the most successful Internet-scale applications?
- How are they leveraged?
- What impact will they have on the future of your enterprise?

Ross Altman



Agile vs Waterfall – The Debate is Over

In 2012, Gartner proclaimed the end of waterfall as we know it. During this session, we will discuss the issues behind this decision.

- What are the distinctions between agile and waterfall?
- Can Agile methods be made suitable for waterfall processes?
- What waterfall steps work well with agile?

Nathan Wilson



INTERACTIVE SESSIONS

Limited Availability – Book Early

Roundtables and Workshops are restricted to a limited number of participants and are available to end users only. Attendees will be accepted on a first-come, first-served basis. Reservations can be made through the online Agenda Builder tool.

Workshops

Facilitated by Gartner analysts, these interactive workshops provide an opportunity to drill down on specific “how to” topics in an extended, small group session. The courses are designed for an intimate and interactive learning experience. Seats are limited.

Assessing Application Maturity with Gartner’s ITScore

Darryl Carlton



SOA – How to Get from Good to Great: Lessons from the Field

Ross Altman

Citizen and Apps Development – Build a Simpler Portfolio

Brian Prentice

Data Quality Improvement – What Works and What Doesn’t

Eric Thoo



Roundtables

Moderated by a Gartner analyst, the Analyst-User Roundtables are a great forum for exchanging ideas and hearing what your peers are experiencing around a particular issue. Reserve your spot early as these sessions always fill up quickly.

Alongside the traditional Gartner Analyst-User Roundtables where you can speak to your peers in a moderated environment, there will also be a series of QA Roundtables in which you can question the analyst directly and learn from the questions posed by your peers.

ANALYST-USER ROUNDTABLES

Getting Buy-In from the Business

Moderator: Jeff Schulman



Succeeding with Apps Through UX Design

Moderator: Brian Prentice



Oracle’s Role in Your Future Application

Moderator: Massimo Pezzini

ASK THE ANALYST ROUNDTABLES

Best Practices in In-Memory Computing – How Do You Make it Work?

Moderator: Massimo Pezzini

Best Practices in Agile Development

Moderator: Nathan Wilson



Design Mobile Apps Using Web Technologies

Moderator: Kirk Knoernschild

MEET ONE-ON-ONE WITH A GARTNER ANALYST

Private 30-minute consultations with a Gartner analyst provide targeted, personalized advice to help you plan proactively and invest wisely (pre-registration required).

End-User Case Study Sessions

Hear real hands-on “this is how we made it happen” insight, from organizations whose senior executives are working on the best and most successful applications initiatives. The latest case study information will be added to the agenda as it is confirmed at gartner.com/ap/aadi

Tutorial Sessions

Cloud 101 – A Foundation for Successful Cloud Adoption

David Cearley

Integration Brokerage – For When You’d Rather Outsource, Entirely, Your Integration Projects

Benoit Leheureux

Mobile Testing: Taming the Tiger

Nick Jones



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Solution Showcase Networking Reception

Get to know your fellow attendees, identify who has the same challenges, and make new friends and relevant connections during the networking reception on Monday, 22 July.



Solution Provider Sessions

These valuable 30-minute sessions feature some of the market's most fascinating solutions, with real life stories about those who have deployed them successfully, including their strategies, challenges and results.

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We accept one Gartner Summit ticket or one Gartner Catalyst ticket for payment. If you are a client with questions about tickets, please contact your sales representative or call +61 2 8569 7622.

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Knowledge is the capacity for effective action. Just imagine the impact on your organization when knowledge multiplies. Common vision, faster responses, smarter decisions. That's the Gartner Team Attendance effect. You'll realize it in full when your staff members attend a Gartner event. As a group, they can maximize learning by participating in all the Summit sessions. Plus, they'll leverage the expertise of a Gartner analyst at a private group meeting. Up for discussion: **your team's strategic initiatives and key projects.**

Team Benefits

- Team meeting with a Gartner analyst (end users only)
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- Complimentary registrations

To register a team please e-mail APAC.TeamSend@gartner.com or contact your Gartner account manager.

Please note that teams must be registered at the same time and we can only guarantee availability of team benefits if the team is registered at least three weeks in advance of the event.

Complimentary Registrations

- 1 complimentary registration reward with 3 paid registrations
- 2 complimentary registration rewards with 5 paid registrations
- 3 complimentary registrations with 7 paid registrations

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To get the most out of your Summit experience, we've created a range of tools to help you plan your agenda and manage your goals and objectives of attending.

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- Session descriptions
- Schedule Analyst One-on-Ones
- Schedule a roundtable

Go to ab.gartner.com/apin19a to view the full agenda.

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Manage your agenda using your mobile device. This app — compatible with iPhone, BlackBerry and Android devices — has all the Agenda Builder features to create your personal agenda. Plus, you can send and receive messages to attendees, access all social media channels, participate in session polling and view event announcements.

ABOUT GARTNER

Gartner is the world's leading information technology research and advisory company. We deliver the technology related insight and intelligence necessary to make the right decisions, every day — from vendor selection and cost-of ownership to forecasts on market demand and future predictions. Our rigorous and unbiased analysis is based on proven methodologies that push through market hype to get to the facts.

Gartner Summits deliver a wealth of new ideas, practical and relevant advice unavailable anywhere else, and the confidence to make better decisions about your strategy and projects going forward.



Gartner **Application Architecture, Development & Integration** Summit 2013

22 – 23 July | Hilton Sydney, Australia
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- Register by 24 May 2013 for early-bird savings!
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- Book a 30 minute one-on-one meeting with your preferred Gartner analyst
- Join our online communities:



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- **Save Money** — Avoid costly mistakes and make the right investment decisions to derive maximum value from your applications initiatives.
- **Save Time** — Learn, analyze, evaluate and decide your next steps, having gained insight and information into the future of applications over the next five years.
- **Gain Resources** — Access an unrivalled pool of Gartner analysts to gain timely advice about your strategies and initiatives.
- **Gain Confidence** — Get insight into what leading organizations and your peers are doing to establish best practices.

Applications Events Around the Globe

Gartner Portals, Content & Collaboration Summit
29 April – 1 May 2013 | San Diego, CA

Gartner Customer 360 Summit
1 – 3 May 2013 | San Diego, CA

Gartner Application Architecture, Development & Integration Summit
16 – 17 May, 2013 | London, UK

Gartner Customer Strategies & Technologies Summit
5 – 6 June 2013 | London, UK

Gartner Application Architecture, Development & Integration Summit
26 – 27 June 2013 | Mexico, DF

Gartner Catalyst Conference
29 July – 1 August 2013 | San Diego, CA

3 EASY WAYS TO REGISTER

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